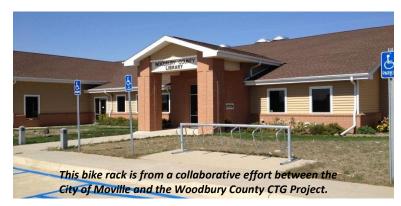
IOWA Community Transformation Grant Briefing

The second year of CTG has officially kicked off, and we know that everyone has been busy! On our end at IDPH, we had several exciting new things happen.

First, CTG launched its new public website. This site provides an easy way to get background information on the grant and to see who is a part of this statewide, public-private partnership. Details and timelines for the state's four main goals (Tobacco-Free Living, Active Living and Healthy Eating, Clinical Preventive Services, Safe and Healthy Environments) can also be found on the site along with answers to frequently asked questions. The website is also a great place to easily access CTG county success stories and lessons learned. Please visit the site at: www.idph.state.ia.us/CTG/Default.aspx.

In August, CTG also released a statewide advertising campaign entitled, "Let's Get Healthy." Billboards, posters, newspaper advertisements, and radio scripts are available to all of the contracted counties, and many have already been able to place the materials locally. CTG also placed advertising in the 73 counties that do not have local agency contracts. In those counties, newspaper circulation in rural counties totaled 410,297; billboards in rural counties totaled over 3,000,000 impressions in one month; and statewide radio impressions over a five week period totaled over 4,000,000.



Recent News

- A four-day, Better Choices/Better Health (Stanford Chronic Disease Self-Management) Peer Leader Training was held for local CTG communities in late September. Twenty-five new Better Choices/Better Health Leaders graduated, and many have already begun holding participant workshops in their communities.
- CTG presentations were given at three statewide meetings: Iowa Cancer Consortium Summit, the Iowa Food and Health Workgroup Fall Gathering, and the Iowa Academy of Nutrition and Dietetics.
- On November 1, the University of Iowa, College of Dentistry trained CTG contractors and I-Smile Coordinators from six rural, southeast Iowa CTG counties. This was a train-the-trainer program equipping our CTG contractors to train dentists in their counties. Participating dental offices will be shown ways to routinely incorporate screenings and referrals for blood pressure and tobacco use in their daily practices.
- The Iowa CTG Advisory Committee met on November 6.
- CTG contractors meetings were held regionally for November 13 in Carroll and November 15 in Iowa City.

The Community Transformation Grant (CTG) is intended to prevent leading causes of death and disability through evidence-based initiatives, environmental and systems change, and strengthening the health infrastructure. A minimum of 50% of the grant funds distributed to 26 local boards of health must be used for four strategic directions: Tobacco free living, active living and healthy eating, healthy and safe physical environments, and increased use of high impact clinical prevention services.

Rural County Success Story:

Wapello County Public Health has been working with the Ottumwa Transit agency to equip all of the city's buses with bicycle racks. This upgrade to the bus system helps many individuals with lower incomes - whose only modes of transportation are either by bus or bicycle - travel more efficiently throughout their city. Novice and avid bicyclists now also have the option of easily adding biking into their daily transportation. The bicycle racks equally promote both the use of city transportation and physical activity, and Wapello County Public Health is already hearing that people plan to use the buses to ride to their local bike trail system. Wapello County Public Health and the Ottumwa Transit also anticipate that this initiative will help the city's revenue through increased ridership, will reduce air pollution, and will provide a cost savings to individuals who may otherwise drive their own vehicles.

Metropolitan* County Success Story:

In Grundy County, assessments showed the cities of Holland, Grundy Center, and Reinbeck had some "gaps" for connecting walking and biking trails between the cities. Some areas had no curb cuts, no bike lanes and no signs directing walkers and bikers to the trails. The CTG Coordinator has been partnering with city and coalition officials and a subcommittee has been formed to address ways to make the trails more accessible and to promote walking and biking.

*For the purposes of the Community Transformation Grant: a metropolitan county is any county with an urban core (50,000 or more) or counties without an urban core adjacent to metropolitan counties where 25% of the workforce commutes to a core county. A rural county is any county not classified as metropolitan. .



CTG Spotlight: Complete Streets

CTG has a goal of creating community-based changes to improve access for healthy opportunities. Communities are seeing a need to create safer sidewalks and streets for bicyclists and walkers. Our CTG counties have been busy this year doing community assessments to determine what their needs are for safe and accessible biking and walking.

"Complete Streets" are streets that are designed for all users; it is assuring streets are bike and pedestrian friendly and accessible to persons with disabilities. The IDPH CTG team hosted an all-day training on Complete Streets in September for our CTG contractors. The Iowa Bicycle Coalition presented best practices for creating, adapting and maintaining complete streets principles in both rural and metro locations. The University of Iowa's Center for Disabilities and Development shared information on the Americans with Disabilities Act, addressed barriers and highlighted steps to ensure accessibility for persons with disabilities.

This all-day Complete Streets training was followed by a webinar for our contractors in early October. The webinar detailed additional action steps for Complete Streets initiatives by reviewing ways to approach these issues with county CTG coalitions and city planners. The webinar also detailed the CDC recommended assessment tool for Walking and Biking Suitability Assessments (WABSA). Two CTG counties, Decatur and Marion presented their initiatives for biking and walking in the webinar. Decatur County and Marion County partnered with city officials to help improve sidewalks by placing curb cuts and bike racks in areas identified as needing improvements in walkability/bikeability assessments.

You can learn more about Complete Streets by visiting the National Complete Streets Coalition at http://www.smartgrowthamerica.org/complete-streets.





